



REQUEST FOR PROPOSAL

TERMS OF REFERENCE FOR CALL FOR CUSTOMER SATISFACTION SURVEY

DOCUMENT RELEASE DATE:	9th September 2020
LAST DATE OF RECEIPT OF PROPOSALS:	24th September 2020
TIME:	11:00 HOURS
TENDER NO.	EMS-000679
SUBMISSION METHOD:	EMAIL: tenders@eplus.co.ke
TENDER OPENING VENUE AND TIME:	EMERGENCY PLUS MEDICAL SERVICES LOGISTICS BOARDROOM SOUTH C TIME: 1200 HOURS (ZOOM LINK TO BE SHARED TO BIDERS)

9TH SEPTEMBER 2020

1.0 INTRODUCTION

1.1 About Emergency-Plus Medical Services

Emergency-Plus Medical Services is a private company whose core business is the provision of advanced Pre-hospital emergency medical services on commercial basis. In its 10 years of existence, E-Plus has been providing pre-hospital medical care and transportation to patients with illnesses and injuries.

E-PLUS has endeared itself to Kenyans due to its superior equipment, highly qualified personnel and fast response to all emergencies. Its membership is affordable and comprises learning institutions, hospitals, oil prospectors, transportation companies, banks and small and medium enterprises among others.

In the recent past, E-Plus has carried out timely rescues of victims of road accidents, collapsed buildings, bomb blasts, grenade attacks, fires, mudslides, tribal clashes, riots and other natural or man-made calamities countrywide, from its network of strategically located ambulance bases spread out across the country. E-Plus is the preferred Emergency Ambulance Rescue service in Kenya.

Since its inception in the year 2010, E-PLUS is known for creating industry benchmarks and has been identified as one of the strongest brand in the region earning the Super brands status two times in a row, 2017/2018 and 2019/2020.

E-PLUS is rated highly in terms of quality management systems in the provision of Pre-hospital care and sales of first aid kits. We are the first emergency medical provider in this industry to attain ISO 9001:2015 certification which illustrates our commitment to offering quality services and products to our clients

2.1 Description of the project

We seek one vendor to do the below;

1. Carryout customer satisfaction surveys and market surveys
2. Provide real-time customer feedback
3. Send out Bulk SMS's/Promotions
4. Two way sms communication with the customer
5. CRM integration

2.2 Specific objectives

- Highlight at least three deliverables / outcomes that are expected of the consultant/firm.

e.g.

1. Customer Satisfaction Survey
2. Real time customer feedback after every customer interaction
3. Bulk Sms

4. Two way sms communication
5. CRM integration

2.3 Scope of work

The consultant/consulting firm will be expected to undertake the following tasks:

- Describe all the tasks expected of the consultant/consulting firm e.g.
 1. Customer Satisfaction Survey
 - Define the scope of the survey
 - Develop the survey questions
 - Send out the survey to the customers
 - Communicate & Analyze the results of the survey
 - Benchmark E-plus in the industry
 2. Real time customer feedback after every customer interaction
 - Evaluate all customer touch points for collection of feedback
 - System integration where necessary
 - Communicate & Analyze customer feedback from the touchpoints
 - Train the E-plus team where need be
 3. Bulk Sms
 - Provide a platform for sending bulk sms
 - System integration if need be
 - Train E-plus team
 4. Two way sms communication
 - Provide a platform for sending two way sms communication
 - System integration if need be
 - Mechanism for analyzing the two-way communication
 5. CRM integration
 - Integrate with existing CRM to send communication to customers

2.4 Expertise and minimum team of consultants

Describe the qualification of the firm on specific line of duty to be engaged and the number of years the firm should have been in practice.

- a) Customer Satisfaction Survey
 - The lead consultant should have at least 4years experience carrying out the surveys
 - Should share the company profile detailing the scope of surveys they have done previously
 - Should list the companies they have worked with before
 - Strong interpersonal and communication skills
 - Availability for the period indicated

b) Real time customer feedback after every customer interaction

- At least 4years in carrying out real time customer feedback
- Should list the companies they have worked with and clearly demonstrate the value addition to this companies from having this platform
- Strong interpersonal and communication skills

c) Bulk Sms

- Demonstrated experience in sending out bulk sms
- System integration if need be
- Train E-plus team

d) Two way sms communication

- Provide a platform for sending two way sms communication
- System integration if need be
- Analyze and communicate the results from the communication
- Train

CRM Integration

- Should be to provide integration procedures.

2.5 Duration

1. Customer Satisfaction Survey- One month
2. Real time customer feedback after every customer Interaction-One year
3. Bulk Sms-Continuous
4. Two way sms communication- Continuous

2.6 SUBMISSION OF PROPOSAL

Tenderers are required to follow submission mode accompanying this TOR. Due to the current COVID19 pandemic the tender will be submitted through the designated email stated in the invitation to tender that is tenders@eplus.or.ke

2.6.1 Proposals from bidders should be submitted in two distinct parts, namely technical proposal and financial proposal and these should be in two separate folders both of which should then be sent to tenders@eplus.or.ke clearly marked "**Tender No: EMS-000679 – CALL FOR CUSTOMER SATISFACTION SURVEY**"

Tenders are to be completed in accordance with the requirements of the Bid Documents and must be submitted via email to tenders@eplus.or.ke by 11:00 am on **Thursday, 24th September 2020**.

Tenders will be opened immediately thereafter in the presence of the candidates or their representatives who choose to attend our **online tender opening meeting** on the same day at noon. Interested bidders to confirm participation on mail tenders@eplus.or.ke and thereafter we will share the **Zoom link for the meeting**.

2.7 Evaluation and award of Consultancy

Technical proposals will be evaluated prior to the evaluation of the financial bids. Financial bids of firms whose technical proposals are found to be non-qualifying in whatever respect may be returned unopened.

E-Plus will evaluate the proposals and award the assignment based on technical and financial feasibility. E-plus reserves the right to accept or reject any proposal received without giving reasons. E-plus is not bound to accept the lowest or the highest bidder.

ANNEX 1: RESPONSE PROPOSAL FOMART

(Consultancy firms should use the following format during submission of proposal)

- 1) Introduction: Description of the Firm, the Firm's Qualifications and statutory compliance
- 2) Understanding of the Requirements for Services
- 3) Proposed Methodology
- 4) Firms Experience in undertaking assignments of similar nature and experience from the geographical area for other major clients
- 5) Proposed Team Composition
- 6) References
- 7) Work Plan

ANNEX 2: BUDGET TEMPLATE-This is a guide.

Item	Unit	# of Units	Unit Cost	Total Cost (Ksh.)
Consultancy Fee				
Technical support fee				
Integration				
Grand Total				

ANNEX 3: PROPOSED TEAM COMPOSITION TEMPLATE

Name of Team Member	Highest Level of Qualification	General Years of Experience related to the task at hand	Number of days to be engaged	Roles under this assignment

ANNEX 4: TENDER EVALUATION CRITERIA

A three stage evaluation procedure will be used to evaluate all proposals from bidders. The total number of points which each bidder may obtain for its proposal is:

- Technical Proposal 50 marks
- Oral presentation 30 marks
- Financial Proposal 20 marks

1. Mandatory Requirements

The proposal shall be evaluated on the basis of its adherence to the following compulsory requirements, this applies to both local and international firms and individuals.

Documents Required
Current Tax Compliance Certificate
Certificate of Incorporation
Pin Certificate
CR 12
Proceed to Next Stage (YES/NO)

2. Evaluation of the Technical Proposal

The technical proposal shall be evaluated on the basis of its responsiveness to the TOR. Specifically, the following criteria shall apply:

Evaluation Criteria	Maximum Points Possible	Bidders score	Remarks
(1) Introduction: <ul style="list-style-type: none"> Description of the Firm and the Firm's Qualifications 	5		
(2) Background : Understanding of the project, context and requirements for services	10		
(3) Proposed Methodology: The proposed methodology MUST provide an indication of its effectiveness and added value in the proposed assignment.	20		
(4) Firms Experience in undertaking assignments of similar nature and experience from related geographical area for other major clients <ul style="list-style-type: none"> Provide a summary and supporting information on overall years of experience, and related technical and geographic coverage experience 	10		

<p>(5) Proposed Team Composition:</p> <ul style="list-style-type: none"> • Tabulate the team composition to include the general qualifications, suitability for the specific task to be assigned and overall years of relevant experience to the proposed assignment. • The proposed team composition should balance effectively with the necessary skills and competencies required to undertake the proposed assignment. 	10		
<p>(6) Work Plan: A Detailed logical, weekly work plan for the assignment MUST be provided.</p>	5		
<p>TOTAL SCORE</p>	60		

Total scores of the technical bid analysis shall be converted to a denominator of 60. Top three firms will go to the orals stage and top two after the orals will go to the financial evaluation stage

3. Oral presentation

Criteria	Score	Remarks
Understanding of the assignment (5 Marks)		
Clear and scientific methodology (20 Marks)		
<p>Presentation of</p> <ul style="list-style-type: none"> • Evidence of legal Compliance-Registration, PIN certificate, tax compliance etc.) • two Sample reports of previous assignments (5 marks)		

4. Evaluation of the Financial Proposal

The Financial Proposal shall be prepared in accordance to **Annex 2**. The maximum number of points for the Financial Proposal shall be **20% (20 points)**. This maximum number of points will be allocated to the lowest Financial Proposal. All other Financial Proposals will receive points in inverse proportion according to the below formula:

$$\text{Points for the Financial Proposal being evaluated} = \frac{(\text{Maximum number of points for the financial proposal}) \times (\text{Lowest price})}{\text{Price of proposal being evaluated}}$$

A total score obtained including Technical, Oral and Financial Proposals is calculated for each proposal. The bid obtaining the overall highest score is the winning bid.

GENERAL INSTRUCTIONS

Please read carefully the method of tender submission and comply accordingly.

- 1.1.1 EPLUS reserves the right to accept or to reject any bid, and to annul the bidding process and reject all bids at any time prior to the award of the contract, without thereby incurring any liability to any Bidder or any obligation to inform the Bidder of the grounds for its action.

1.1.2 Cost of bidding

The Bidder shall bear all costs associated with the preparation and submission of its bid, and the Organization will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

1.1.3 Clarification of Bidding Document

All correspondence related to the contract shall be made in English. Any clarification sought by the bidder in respect of the consultancy shall be addressed at least **five (5)** days before the deadline for submission of bids, in writing to the Administration Coordinator.

The queries and replies thereto shall then be circulated to all other prospective bidders (without divulging the name of the bidder raising the queries) in the form of an addendum, which shall be acknowledged in writing by the prospective bidders.

Enquiries for clarifications should be sent by e-mail to tenders@eplus.co.ke

1.1.4 Amendment of Bidding Document

At any time prior to the deadline for submission of bids, EPLUS, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, may modify the bidding documents by amendment.

All prospective Bidders that have received the bidding documents will be notified of the amendment in writing, and it will be binding on them. It is therefore important that bidders give the correct details in the format given on page 1 at the time of collecting/receiving the bid document.

To allow prospective Bidders reasonable time to take any amendments into account in preparing their bids, EPLUS may at its sole discretion extend the deadline for the submission of bids based on the nature of the amendments.

1.1.5 Deadline for Submission of Bids

Bids should reach tenders@eplus.co.ke on or before **24th September 2020 at 11.00 am**. Bids received after the above-specified date and time shall not be considered.

Any bid received by EPLUS after this deadline will be rejected.

*Bidders should provide a technical and financial proposal in two separate folders clearly Marked “**Technical Proposal**” and “**Financial Proposal**” both of which should then be sent to tenders@eplus.co.ke with the subject reading “**Tender No. EMS-000679 -“ Call for Customer Satisfaction Survey**”.*

Tenders will be opened immediately thereafter in the presence of the candidates or their representatives who choose to attend our online tender opening meeting on the same day at noon. Interested bidders to confirm participation on mail tenders@eplus.co.ke and thereafter we will share the **Zoom link for the meeting**.

1.1.6 Cost Structure and non-escalation

The bidder shall, in their offer (**Financial Proposal**), detail the proposed costs as per the template provided above. No price escalation under this contract shall be allowed. EPLUS shall not compensate any bidder for costs incurred in the preparation and submission of this RFP, and in any subsequent pre-contract process.

1.1.7 Taxes and Incidental Costs

The prices and rates in the financial offer will be deemed to be inclusive of all taxes and any other incidental costs.

1.1.8 Responsiveness of Proposals

The responsiveness of the proposals to the requirements of this RFP will be determined. A responsive proposal is deemed to contain all documents or information specifically called for in this RFP document. A bid determined not responsive will be rejected by the Organization and may not subsequently be made responsive by the Bidder by correction of the non-conforming item(s).

1.1.9 Currency for Pricing of Tender

All bids in response to this RFP should be expressed in Kenya Shillings. Expressions in other currencies shall not be permitted.

1.1.10 Correction of Errors.

Bids determined to be substantially responsive will be checked by EPLUS for any arithmetical errors. Errors will be corrected by EPLUS as below:

- a. where there is a discrepancy between the amounts in figures and in words, the amount in words will govern, and
- b. where there is a discrepancy between the unit rate and the line total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern.

The price amount stated in the Bid will be adjusted by EPLUS in accordance with the above procedure for the correction of errors.

1.1.11 Evaluation and Comparison of Bids

Technical proposals will be evaluated prior to the evaluation of the financial bids. Financial bids of firms whose technical proposals are found to be non-qualifying in whatever respect may be returned unopened.

1.1.12 Confidentiality

The Bidder shall treat the existence and contents of this RFP, and all information made available in relation to this RFP, as confidential and shall only use the same for the purpose for which it was provided.

The Bidder shall not publish or disclose the same or any particulars thereof to any third party without the written permission of EPLUS, unless it is to Bidder's Contractors for assistance in preparation of this Tender. In any case, the same confidentiality must be entered into between Bidder and his Contractors.

1.1.13 Corrupt or Fraudulent Practices

EPLUS requires that tenderers observe the highest standard of ethics during the procurement process and execution of contracts. A tenderer shall sign a declaration that he has not and will not be involved in corrupt or fraudulent practices.

EPLUS will reject a proposal for award if it determines that the tenderer recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

Further a tenderer who is found to have indulged in corrupt or fraudulent practices risks being debarred from participating please report any malpractices to info@elplus.co.ke